

BUF 4700 Contemporary Issues in the Fashion Industry

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The beauty industry includes significant service industries such as beauty, skin care, and hairdressing, and its earliest origins come from ancient cultures such as Ancient Egypt, Greece, and Rome. Through the old Egyptian wall paintings, we can know that ancient Egyptians used eye shadow to create attractive eyes in the past. We have come to cover not only eye shadow but all areas of products and services, from hair and skin care to make-up products. When we go to a boutique, the products are very colorful, each with a different color and effect. (Beauty tips, 2014) Moreover, people use these elements to extract the products through long-term scientific research. All science (especially chemistry and the medical field) significantly impacts the development of the beauty industry.

In the early days of beauty and cosmetic systems, there was no advanced technology, so there was a heavy reliance on natural ingredients. These included berries, worms, flowers and charcoal, and other plants/minerals to create a variety of colors. Beauty treatments have utilized local natural resources and locally sourced ingredients to develop scrubs, patches, and exfoliating products. This model of using local natural ingredients has been a trend throughout the history of the beauty industry. Today, people also seek products with more natural ingredients (Beauty tips, 2014). Cosmetics help people change their appearance and highlight their features. Science plays a significant role in the beauty industry at this time. The main ingredients in our everyday cosmetics/skincare products include chemicals such as water, emulsifiers, preservatives, thickeners, moisturizers, colors, and fragrances. Cosmetics are complex combinations of chemicals, including potentially dangerous chemicals. Still,

under strict regulation by government agencies, the doses are minor and do not threaten human health (Jones & Selinger, n.d). These chemicals are extracted through research/discovery by scientists before they can use them in various products in the beauty industry.

People have been seeking anti-aging products from the past to the present because they make us look younger. In 2009, Elizabeth Blackburn, Carol Greider, and Jack Szostak were awarded the Nobel Peace Prize in Physiology for discovering telomeres that affect the ability to treat cancer and the aging process. Telomeres are located at the ends of chromosomes and protect their structural integrity but shorten each time a chromosome replicates. Furthermore, telomeres present a potential marketing advantage for anti-aging drugs and therapies, claiming they can now slow down or even reverse the fine lines and wrinkles that come with aging (Grubow & Morris, 2012). This discovery was made 14 years ago, and there are still more discoveries to come that could help create more advances and innovations in beauty products. The ingredients of products are sometimes different, and to make more and better products, some scientists are returning to traditional substances to create new formulations. For example, it is believed that extracts of Panax ginseng root were used as herbal medicine centuries ago during the Ming Dynasty and are now being used to help with the skin's natural defenses.

Scientific progress and innovation are indispensable to the beauty industry, in addition to scientists discovering more substances that can be used in beauty products. In recent years, technology has also contributed to the development of the beauty industry. We are in an era of technology that has enhanced the connection between reality and virtual reality and has increased the number of online communities. We are constantly reinventing the definition of beauty.

More than ever, the connection between the real and digital worlds allows consumers to express themselves in various ways. An example is virtual try-on/try-out, a digital platform on a brand's website that helps customers choose makeup/clothing colors through augmented reality (AR). This technology makes shopping more accessible and encouraged, and virtual try-on is widely developed in the beauty industry to allow products to be visualized on oneself. This technology enriches the customer experience, personalization, and brand engagement (Wends, 2022). With the help of AR to choose the product's color, consumers can more accurately select the right product after trying it on. Instead of going to the store and trying every color on the skin, this reduces the time for consumers to choose and protects their skin to a certain extent. Although cosmetics do not contain many chemical substances, back and forth rubbing the skin will cause minor damage to the skin. Artificial intelligence technology can help consumers to choose products (Das, 2021) .

In addition to shopping through AR in recent years, many other intelligent technologies are starting to innovate and hit the market, such as the innovative skincare tool "HiMirror," which takes a picture of your face and scans for wrinkles, redness, pores, fine lines, and brightness levels every time you log in. However, the product could be better, and the feedback from consumers who have experienced it is harmful because the scores provided by the machine are inconsistent (Thomas, 2019). This newly developed device needs more research to enhance its usefulness/functionality. Technology has given the beauty industry a new look, and many products in the beauty industry have been developed through science, which includes chemistry and medicine. Science has a significant impact on the beauty industry. Scientific advances and innovations have led to thousands of beauty products, giving people more choices to make themselves more beautiful and perfect.

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